

## A METHOD AND SYSTEM FOR CONFIGURATING PRODUCTS

### Abstract

The present invention relates to a method and system for configuring products, such as branded promotional products, where products may be divided into items and processes. Item parameters and process parameters may be separately specified and linked together to create a unique product where a product identifier (e.g., SKU) may be dynamically created when the product is sourced, quoted, ordered or otherwise accessed. For example, an item may involve a product to which an imprint or logo is to be affixed. A process may involve a screening printing process or other process for affixing a customer's artwork, logo or identifier. In addition, the method and system of the present invention may be applied to other applications, such as office supplies, furniture, aviation supplies, marine supplies, interior design, beauty salon and spa supplies, medical office supplies, restaurant and bar supplies, gift shops and clothing boutique, and other industries where products and services may be ordered.